

UK Good Practice Principles certificate



Company: YuMe
 1st Floor, 43 – 51 Great Titchfield Street
 London
 W1W 7PQ
<http://www.yume.com/>

Business/Brands verified:	YuMe
Service provided:	Advertising Network, Demand Side Platform (DSP), Sales House, Supply Side Platform (SSP)
Month of verification:	August 2016

Findings

Good Practice Principles	Description of compliance with the Principles
<p>1 The Buyers and Sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.</p>	<p>Buyers that sign the YuMe Insertion Order (IO), agree to the Standard IAB AAAA Advertisers Terms & Conditions. There is a link to the IAB Ts&Cs on the IO. http://www.iab.net/media/file/standards_termsandcond2.pdf</p> <p>For buyers that do not sign up to YuMe IOs then YuMe agrees to the buyer's own IOs and separate Ts&Cs.</p> <p>YuMe also have signed agreements with Publishers, SSP / RTB Exchanges and DSPs.</p>
<p>2 A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers' intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>The agreed YuMe IO specifies the targeting instructions.</p> <p>Buyers that do not use the YuMe IO have their own IO's and Ts&Cs which also make reference to targeting instructions.</p> <p>Buyers select apps and URLs from YuMe's walled garden of vetted and approved inventory.</p> <p>YuMe have an opt in global blacklist and buyers can also supply their own blacklists for use on their campaigns.</p> <p>YuMe can run the following Independently certified to JICWEBS standards CV tools in blocking mode if requested by the buyer. "Ad Safe Firewall" by Integral Ad Science and "DV Digital Impression Quality- Real Time Ad Blocking" by Double Verify</p>

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<p>3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.</p>	<p>YuMe confirm reasonable endeavours in the YuMe Brand Safety Policy on their website.</p> <p>"YuMe will apply commercially reasonable endeavours to minimise the risk of ad misplacement ..."</p> <p>The brand safety policy is located at http://www.yume.com/privacy-policies/yume-brand-safety-policy</p> <p>The YuMe IO also has a link to their Brand Safety Policy.</p> <p>YuMe have contacted their clients by email to advise that they have a Brand Safety Policy and include a link to its location on their website.</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>YuMe's Brand Safety Policy states the following:</p> <p>Publisher vetting:</p> <p>"YuMe does not permit self-serve sign up and vets each new publisher to minimise the risk of ad misplacement... each new publisher is validated against our brand safety guidelines, where the publisher contractually agrees that the content of its inventory does not consist of the following: discrimination, illegal activities, hate speech, pornography, profanity, fire arms, explicit violence or obscenity or sexually explicit material. Furthermore, gambling and alcohol content is prohibited."</p> <p>"Any sites identified that contain this type of content are reviewed and publishers are contacted to rectify and, if unable or unwilling to do so, are placed on the global blacklist."</p> <p>Inappropriate Schedules:</p> <p>"YuMe operates an opt-in blacklist policy per advertiser. YuMe recognises blacklist requirements supplied by advertisers, which are designed to prevent any advertisements appearing against inappropriate content...."</p> <p>Appropriate Schedules:</p> <p>"YuMe uses whitelists supplied by an advertiser or agency to deliver against their specific approved list of apps and URL's from within YuMe's vetted walled garden of inventory. Any sites not approved during the vetting process are removed so that campaigns are running against approved lists."</p> <p>CV tools:</p> <p>YuMe can also run CV tools such as the "Ad Safe Firewall" by Integral Ad Science and "DV Digital Impression Quality- Real Time Ad Blocking" by Double Verify, (both independently certified to JICWEBS standards), in blocking mode if requested by the buyer.</p>

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<p>5 Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.</p>	<p>YuMe's Brand Safety Policy states the following:</p> <p>"If YuMe is alerted to a client's advertisement appearing against unsuitable content, YuMe will strive to take down within three hours within a working day (Monday – Friday) or within the timescale specified in individual Terms and Conditions."</p> <p>"Agencies, advertisers and publishers work with their respective YuMe account managers and sales representatives to report any incidents of ad misplacement. YuMe will then take appropriate action once all information has been provided by the agency, advertiser or publisher.</p> <p>"Contractual consequences of not removing ad are limited to the value of the IO."</p>

Verified by

Company:

ABC Ltd
 Saxon House,
 211 High Street,
 Berkhamsted,
 Hertfordshire.
 HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed YuMe's policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.</p> <p>In our opinion, at the time of our review, YuMe had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.